

Informing the Development of an Online California Fisheries Portal Step 2: Review & Discuss Draft Mockup

Hosted by:

California Department of Fish and Wildlife & Ocean Protection Council







Agenda

- Welcome, Webinar Overview & Purpose
- Re(Introduction) to the Draft California Fisheries Portal, Phase 1
- Review and Discuss Draft Portal Prototype
- Next Steps & Adjourn



Introductions

- Joining us today:
 - CDFW: Tom Mason, Paul Reilly, Debbie Aseltine-Neilson
 - OPC: Paige Berube
 - Fathom Consulting: Huff McGonigal
 - Waterview Consulting: Peter Taylor
 - Strategic Earth Consulting: Rachelle Fisher, Kelly Sayce
 - Focus Group Participants



Goal

To gain feedback from focus group participants on draft interactive prototype that will serve as the framework for the first phase of the California Fisheries Portal.



(Re)Introduction to the California Fisheries Portal

- 2018 MLMA Master Plan Amendment & the Portal
- Portal intended to be central repository for fisheries information
- Will supplement information on the CDFW Marine Region website



California Fisheries Portal, Phase 1: Enhanced Status Reports (ESRs):

- New approach to and format for Status of the Fisheries Reports
 - More structured, comprehensive, and better demonstrates management's consistency with the goals of the MLMA
- Will be the framework of the Portal
- Easily updated by taking advantage of web-based technology

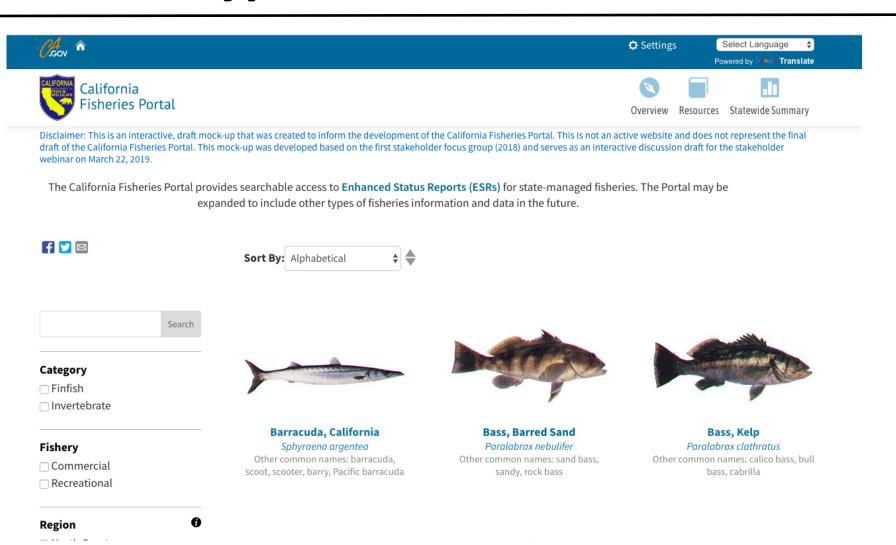


May 2018 Portal Webinar

- May 8, 2018 webinar the Department in partnership with the OPC
- ~25 participants fishermen (commercial/recreational), divers (consumptive/non-consumptive), ENGOs, Legislative reps, researchers, college students, and state agencies
- Feedback on design, form, function, and desired user experience
- Key themes summary available online



Portal Prototype





Questions?



Review and Discuss Draft Portal Prototype



Review of Draft Portal Prototypes

- Developed by Waterview Consulting
- Limited functionality
- Information to be complemented by the Marine Region website

Prototypes: https://cdfw.waterviewconsulting.com/



Discussion Questions



Next Steps

- Key Themes Summary
 - Overview of discussion topics: feedback received and next steps
 - Resources and Department contacts
- Department and web development team to consider feedback
- Continue developing ESRs for state fisheries & receive feedback to inform Portal functionality and design
- Functional Portal Coming late of 2019!



Thank You!

Questions or comments? Contact Tom Mason at Tom.Mason@wildlife.ca.gov

